ORDER

KLAS

Alt Order #: 08859156 Product Desc: AFSCME / ISSUE Estimate:

37174

Flight Dates: Original Date / Rev:

09/05/12 - 09/25/12 09/21/12 / 09/21/12

Order Type:

Order / Rev:

GENERAL

Primary AE:

Sales Office:

Sales Region:

K-PHI

National

Todd Berry

Name: Agency

Buying Contact:

Billing Contact:

1600 Locust Street Philadelphia, PA 19103

Campaign Group

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

EOM/EOC

04/10/08

00:10:00

Cash

Broadcast

15%

Advertiser

Orders

Name:

AFSCME - IS

Demographic:

Product Codes:

A35+

PO4

LV1 Priority:

AGY, POL, ISS Revenue Codes:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/25/12	123	\$155,365.00	\$132,060.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating	
September 2012	123	\$155,365.00	\$132,060.25	0.00	
Totals	123	\$155,365,00	\$132,060,25	0.00	

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Todd Berry			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	26%	\$155,365.00
Market	100%	\$597,557.69

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	13%	\$77,682.50
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	33%	\$197,194.04
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spe	ots	Rate Pri	Rtg Type	Spots	Amount
1	8	09/05/12	09/25/12	Live w/Kelly	CM	9-10a	MTWTF	:30	5	\$750.00LV1	0.00 NM	14	\$10,500.00
				Live With Regis &	& Kelly								
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	/eek:	09/05/12	09/11/12	M-WT	5	\$750.00	0.00						
Spo	ot	Ch Date Ran	nge D	escription	Stan	/End Time		<u>Weekdays</u>	Lengt	<u>h Rate</u>	Rtg Type		
	3	8 09/10/12	-09/10/12 L	ive w/Kelly	9-10	а		M	- :3	0 \$750.00	0.00 NM		
V	leek:	09/12/12	09/18/12	MTWTF	5	\$750.00	0.00				1		

Print Date: 09/21/12 08:15:46 Page 2 of 4

KLAS

Order / Rev:

37174

Advertiser:

AFSCME - IS

Alt Order #:

08859156

Product Desc:

AFSCME / ISSUE

Flight Dates:

09/05/12 - 09/25/12

Estimate:

	E	1	D	01.45	I.T			D	0 .	
Ln Ch Start 1 8 09/05/1	End 2 09/25/12	Inventory Code Live w/Kelly	CM	9-10a	I Time Days MTWTF	Len Spo - :30	ts Rate Pri 5 \$750.00LV1			Amount \$10,500.00
		Live With Regis 8	-							
<u>Start Date</u> Week: 09/12/12	End Date 09/18/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$750.00	Rating 0.00					
Week: 09/19/12	09/25/12	MTWTF	4	\$750.00	0.00					
2 8 09/05/1	2 09/25/12	8 News Now Nooi 8 News Now Noo		12-1230p	MTWTF	- :30	5 \$750.00LV1	0.00 NM	13	\$9,750.00
Start Date Week: 09/05/12	End Date 09/11/12	Weekdays MTWTF	Spots/Week 5	<u>Rate</u> \$750.00	Rating 0.00					
Spot Ch Date Ra		escription	_	/End Time		<u>Weekdays</u>		Rtg Type		
		News Now Noon N		230p		M-WThF	· ·	0.00 NM		
4 8 09/06/12 Week: 09/12/12	2-09/06/12 8 09/18/12	News Now Noon N	л-F 12-1 5	230p \$750.00	0.00	Th	:30 \$750. 0 0	0.00 NM		
Week: 09/19/12	09/25/12	MTWTF	3	\$750.00	0.00					
3 8 09/05/1	2 09/25/12	8 News Now 4p M		4-5p	MTWTF	- :30	3 \$1,100.00LV1	0.00 NM	8	\$8,800.00
NEWS		8 News Now 4p N	/I-F							
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/05/12 Spot Ch Date Ra	09/11/12 nge D	MTWTF escription	-	\$1,100.00 End Time	0.00	Weekdays	Length Rate	Rtq Type		
		News Now 4p M-F				MTWThF	_			
See MG 18.		ted due to US Ope	n Tonnis runn	ing overl						
Week: 09/12/12	was preemp 09/18/12	MTWTF		\$1,100.00	0.00					
Week: 09/19/12	09/25/12	MTWTF		\$1,100.00	0.00					
4 8 09/05/1	2 09/25/12	8 News Now 5-63 8 News Now 5-63	•	5-630p	MTWTF	- :30	3 \$1,300.00LV1	0.00 NM	9	\$11,700.00
NEWS		0 146113 14011 3-00	JOP INI-I							
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/03/12 Week: 09/10/12	09/09/12 09/16/12	WTF M-WTF		\$1,300.00 \$1,300.00	0.00 0.00					
Week: 09/17/12	09/23/12	MTWTF	1		0.00					
Week: 09/24/12 5 8 09/08/1	09/30/12 2 09/22/12	8 News Now Sat		\$1,300.00 5-7p	0.00 S-	- :30	1 \$700.00LV1	0.00 NM	3	\$2,100.00
• • • • • • • • • • • • • • • • • • • •	2 00,22,12	8 News Now Sat		· . p	_		·			·
NEWS	End Data	Montedovo	Snota/Mook	Pata	Rating					
Start Date Week: 09/03/12	End Date 09/09/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$700.00	0.00					
Week: 09/10/12	09/16/12	S-	1	\$700.00	0.00					
Week: 09/17/12 6 8 09/16/1	09/23/12	8 News Now Sun		\$700.00 4-430p. 630	0.00 0-7p	s :30	1 \$1,200.00LV1	0.00 NM	1	\$1,200.00
		8 News Now Sun		(4:00 PM-4:	•		,			
NEWS AFTER F		Monkdovo	Spots/Week	Rate	Rating					
<u>Start Date</u> Week: 09/10/12	09/16/12	<u>Weekdays</u> S		\$1,200.00	0.00					
Spot Ch Date Ra		Description		t/End Time		Weekdays		Rtg Type		
1 8 09/10/12 Week: 09/17/12	2-09/16/12 8 09/23/12	News Now Sun 5-	7p 430- 0	•	(4:30 PM-5:00 P 0.00	·St	ı :30 \$1,200.00	U.UU INIVI	l	
		7-8p Rotator 7-8p Rotator	СМ	7-8p	MTWTF	- :30	2 \$1,200.00LV1	0.00 NM	8	\$9,600.00
Start Date	End Date	Weekdays	Spots/Week		Rating					
Week: 09/03/12	09/09/12	WTF		\$1,200.00 t/End Time	0.00	Weekdays	Length Rate	Rtq Type		
Spot Ch Date Ra 1 8 09/03/12	<u>inge</u> 2-09/09/12 T	<u>Description</u> Thu 10-11p	<u>Star</u> 10-1			Th				
Week: 09/10/12	09/16/12	MTWTF		\$1,200.00	0.00					
Week: 09/17/12 Week: 09/24/12	09/23/12 09/30/12	MTWTF MT		\$1,200.00 \$1,200.00	0.00 0.00					
		Tue 10-11p	СМ		-T	- :30	1 \$7,500.00LV1	0.00 NM	1	\$7,500.00
VEGAS		Vegas								
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 09/24/12	09/30/12	-T	1	\$7,500.00	0.00				l	

Print Date: 09/21/12 08:15:47 Page 3 of 4

KLAS

Order / Rev:

37174

08859156

74 Adve

Advertiser:

AFSCME - IS

Alt Order #: Flight Dates:

09/05/12 - 09/25/12

Product Desc: AFSCME / ISSUE

Desc. Al GOIVIE 7 1000E

Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End	l Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
9	8	09/25/12	2 09/25/12	Tue 10-11p	СМ	10-11p	-T	- :30	1	\$7,500.00LV1	0.00 NM	1	\$7,500.00
	<i></i>			Vegas									
	/EGAS									***************************************			
10	8	09/22/12	2 09/22/12	Sat Prime Special		8-10p	S-	- :30	1	\$3,000.00LV1	0.00 NM	1	\$3,000.00
c	RIME	TIME		KLAS Movie: Dick	K								
Ĭ		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
We	ek: 09/		09/23/12	S-		\$3,000.00	0.00					ı	
11	8	09/05/12	09/25/12	8 News Now 11p	M-F CM	11-1135p	MTWTF	- :30	3	\$1,900.00LV1	0.00 NM	9	\$17,100.00
				8 News Now 11p	M-F								
N	IEWS												
18/-		rt Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week	Rate \$1,900.00	Rating						
	ek: 09/ ek: 09/		09/11/12 09/18/12	MTWTF		\$1,900.00	0.00 0.00						
	ek: 09/		09/25/12	MTWTF		\$1,900.00	0.00						
12	8	09/08/12	09/22/12	8 News Now Sat		11-1135p	s-	- :30	1	\$900.00LV1	0.00 NM	3	\$2,700.00
				8 News Now Sat	11p	•							
N	IEWS												
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
–	ek: 09/		09/09/12	S- S-	1	\$900.00 \$900.00	0.00 0.00						
	ek: 09/ ek: 09/		09/16/12 09/23/12	S-	1	\$900.00	0.00						
13	8		09/25/12	Letterman	CM	1135p-1237		- :30	3	\$750.00LV1	0.00 NM	9	\$6,750.00
	•			Letterman		(11:35 PM-1							
L	ETTE	RMAN											
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
	ek: 09/		09/09/12	WTF	3	\$750.00	0.00						
	ek: 09/		09/16/12 09/23/12	M-WTF	5	\$750.00 \$0.00	0.00 0.00						
	ek: 09		09/30/12	MT	1	\$750.00	0.00						
14	8		2 09/25/12	Craig Ferguson	CM	1237a-137a	a MTWTF	- :30	3	\$350.00 LV1	0.00 NM	9	\$3,150.00
• •	•			Craig Ferguson		(12:37 XM-1	1:37 XM)						
L	ATE L	ATE SHO	W										
	_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	ek: 09/	/05/12 <u>Date Rai</u>	09/11/12	MTWTF escription	3 Start	\$350.00 E/End Time	0.00	Weekdays	. 10	ngth Rate	Rtq Type		
Spot 1				raig Ferguson			(12:37 XM-1:37		_		0.00 NM		
	ek: 09		09/18/12	MTWTF	3	\$350.00	0.00						
	ek: 09		09/25/12	MTWTF	3		0.00						
15	8	09/05/12	2 09/25/12	137-237a M-F Ele	c Plyg&M	137-237a	MTWTF	- :30	3	\$85.00LV2	0.00 NM	9	\$765.00
				Elec Playground/		(1:37 XM-2:	37 XM)					-	
N	NATE E	BERKUS											
		art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
–	ek: 09. ek: 09.		09/11/12 09/18/12	MTWTF MTWTF	3	\$85.00 \$85.00	0.00 0.00						
	ek: 09		09/25/12	MTWTF	3	\$85.00	0.00						
16	8		2 09/22/12	Sat 1135p-1235a	Priv PraM	1135p-123	5aS	- :30	1	\$250.00LV1	0.00 NM	3	\$750.00
	-	•		Private Practice		•							
F	PRIVAT	E PRACT	LICE		_								
		art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
		/03/12 /10/12	09/09/12 09/16/12	S- S-	1	\$250.00 \$250.00	0.00 0.00						
	ek: 09 ek: 09		09/23/12	S-	i	\$250.00	0.00						
17			2 09/25/12		g 7-9a CM	7-9a	MTWTF-	- :30	2	\$800.00LV1	0.00 NM	6	\$4,800.00
	_			CBS This Mornin	-								
(CBS TI	HIS MORI					_ 0						
		art Date	End Date	Weekdays	Spots/Week		Rating						
		/05/12 Data Ba	09/11/12	M-WTF Description	2 Star	\$800.00 t/End Time	0.00	Weekdays	ما :	ngth Rate	Rta Type		
Spot 1		n <u>Date Ra</u> 3 09/05/12		<u>rescription</u> BS This Morning 7	-			M-WThF-			0.00 NM		
		/12/12	03/10/12 C 09/18/12	MTWTF	2		0.00						
		/19/12	09/25/12	MTWTF	2		0.00						

Print Date: 09/21/12 08:15:47 Page 4 of 4

KLAS

Totals

\$155,365.00

123

Order / Rev:

37174

Advertiser:

AFSCME - IS

Alt Order #:

08859156

Product Desc: AFSCME / ISSUE

Flight Dates:

09/05/12 - 09/25/12

Estimate:

End Ln Ch Start **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 18 09/05/12 09/25/12 Ellen CM MTWTF--:30 \$900.00LV2 0.00 NM \$9,200.00 8 3-4p 3 Filen **ELLEN** Start Date Weekdays Spots/Week Rating End Date Rate 09/11/12 M-WTF--\$900.00 0.00 Week: 09/05/12 3 Ch Date Range **Description** Start/End Time Weekdays Length Rate Rtq Type <u>Spot</u> 3-4p M-WThF----:30 (\$900.00) 0.00 NM 1 8 09/05/12-09/11/12 Ellen See MG 18.10 [due to last minute CBS program change to Tennis 1-330pm and 330-4pm Generic 8 Newsnow - LM] M-WThF----:30 (\$900.00) 0.00 NM 2 8 09/05/12-09/11/12 Ellen 3-4p See MG 18.10 [due to last minute CBS program change to Tennis 1-330pm and 330-4pm Generic 8 Newsnow - LM] :30 \$2,900.00 0.00 NM 10 8 09/22/12-09/22/12 Sat Prime Special 8-10p ----Sa--MG for 18.1,3.3,18.2 Week: 09/12/12 MTWTF--\$900.00 0.00 09/18/12 3 Week: 09/19/12 09/25/12 MTWTF--3 \$900.00 0.00 \$7,500.00 ---T---:30 1 \$7,500.00LV1 0.00 NM 1 CM 10-11p 8 09/13/12 09/13/12 Thu 10-11p Person Of Interest PERSON OF INTREST Spots/Week Rating Start Date End Date Weekdays Rate ---T---\$7,500.00 0.00 Week: 09/10/12 09/16/12 1 \$8,500.00LV1 :30 0.00 NM 1 \$8,500.00 CM 9-10p 09/23/12 09/23/12 Sun 9-10p -----20 The Good Wife THE GOOD WIFE Rating Start Date **End Date Weekdays** Spots/Week Rate \$8,500.00 0.00 ----S Week: 09/17/12 09/23/12 \$500.00LV1 0.00 NM \$1,500.00 09/08/12 09/22/12 :30 3 CM 7-8p ----S-22 Sat 7-8p - ET Wknd **Ent Tonight Weekend Weekdays** Spots/Week Rate Rating Start Date End Date ----s-0.00 \$500.00 Week: 09/03/12 09/09/12 ----S-\$500.00 0.00 Week: 09/10/12 09/16/12 1 ----S-\$500.00 0.00 Week: 09/17/12 09/23/12 \$3,000.00 :30 1 \$1.500.00LV1 0.00 NM 2 09/09/12 09/16/12 CBS News Sunday Morr@M CBS Sunday Morni----S 23 8 CBS News Sunday Morning Weekdays Spots/Week Rating Rate **Start Date End Date** ----S \$1,500.00 0.00 09/09/12 1 Week: 09/03/12 ----S 1 \$1,500.00 0.00 Week: 09/10/12 09/16/12 \$18,000.00 -T----:30 1 \$18,000.00LV1 0.00 NM CM 9-10p E 24 8 09/25/12 09/25/12 Tue 9-10p NCIS: LA Spots/Week Rating **Weekdays** <u>Rate</u> Start Date **End Date** 09/30/12 -T----1\$18,000.00 0.00 Week: 09/24/12 --W----:30 1 \$7,500.00LV1 0.00 NM \$7,500.00 CM 9-10p 09/12/12 09/12/12 Wed 9-10p Criminal Minds Rating Spots/Week Start Date **End Date** Weekdays 1 4 1 Rate 0.00 Week: 09/10/12 09/16/12 --W----1 \$7,500.00